

A Work Project, presented as part of the requirements for the Award of a Master Degree
in Management from NOVA – School of Business and Economics

“How to engage low category users through social media – the case of the make-up sector in Portugal”

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Abstract

Purpose: This work project should be inevitably deemed as a practical approach to a marketing problem; “How to engage low category users through the social media – the case of the make-up sector in Portugal”.

Design/methodology/approach: Online structured questionnaires and in-depth interviews were used. The questionnaire was answered by 110 women aged from 15 to 45 years old and the interviews were conducted with 14 women of the same age. The interviews provided key insights for the questionnaire formulation.

Findings: Women are poorly informed on make-up properties and characteristics, feeling a genuine concern in regard to this subject. Lack of time, occasional usage and skin damage are the main barriers for make-up usage by low category users. Overcoming these aspects pass by demystifying the association of make-up with skin damage and emphasise the functional and emotional benefits of make-up. Further, brands need to create contents more consumer-oriented and ask directly to fans/followers suggestions and other insights. Resort to Portuguese “common” women for greater empathy in campaigns, promote online meetings between followers and make-up professionals on social media; and finally take advantage of the hybrid condition of Facebook, which incorporates multiple forms of content presentation, including videos, the most appealing format of make-up presentation for women.

Research limitations/implications: Further studies addressing this topic, by using larger samples and study of specific make-up brands and campaign programs, over social media to reach a solid growth potential of make-up market evidences in Portugal.

Originality/ value: Make-up brands are emphasising their interest in linking social media and marketing their promotional mix around social marketing.

Keywords: Make-up; Social Media; Brand; Communities; Fan/Follower; Skin damage

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1. Purpose and Context of the Work Project

This research aims to analyse the make-up market, in Portugal, and the presence of this product category on the social media landscape, by focusing in understanding how social media can be used to engage low category users, and increase their involvement with make-up.

The starting point of this research was a study conducted by L'Oréal Portugal, in 2007. accessed during my internship in the company, as marketing trainee of Maybelline and L'Oréal Paris make-up brands. The study reveals the make-up consumption in Portugal within the segment of 15-39 years old is 5% lower in comparison with other European

countries. Since I was also responsible for the brand presence in social media, an opportunity of using it as problem-solver for the low make-up usage in Portugal seemed logical, given the popularity of the subject among brands and women.

The make-up market can be divided into four categories: face, eyes, lips and nails. However, it was found that many resources do not consider nails as a make-up product. As we use the Euromonitor database, which do not include nails category, we will not consider this product segment on this project.

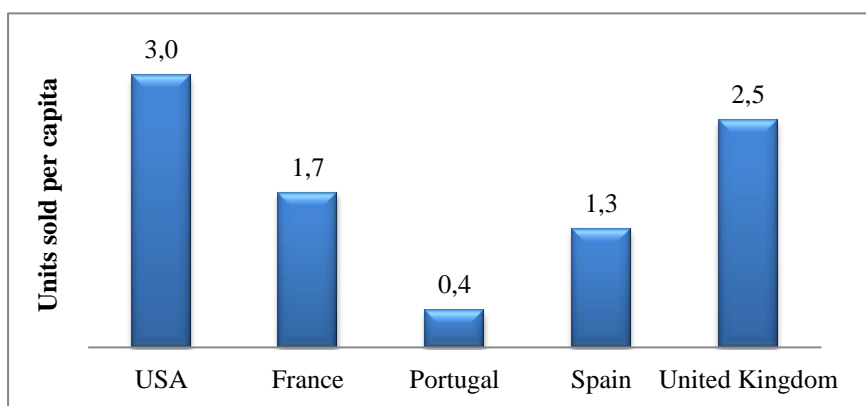
Moreover, this issue is still not sufficiently investigated in Portugal, despite being, as I firmly believe it is, of highest importance for brands communication and development.

1.1. The challenge of the make-up industry in Portugal

1.1.1. The Portuguese make-up market

a) An underdeveloped market

In Portugal the make-up market for Eyes, Lips and Face¹, reached in 2010, a volume of 4.9 million of units sold (Euromonitor, 2011). Comparing the number of units sold per capita of Portugal with other markets (see Graph 1)², we infer this market encounters on an underdeveloped situation.



Graph 1 – Units sold per capita of make-up products (include Eye, Face and Lip categories) for each country.²

b) Hyp

othesis for the Portuguese make-up underdevelopment

¹ Refer to Appendix 1, part 1.1, for a description about what includes each segment.

² The number of units sold was computed for each country, dividing the Total Volume of the make-up market by the country population on 1st January 2011 (Euromonitor, 2011), respectively, in order to obtain a number which can be compared between different countries.

The situation of the Portuguese market can be explained by two main hypotheses: low penetration and/ or low usage. However, previous studies (e.g. L'Oréal Portugal study, 2007) demonstrated the consumers' problem to be more associated with low usage factors, such as:

- Occasional usage - use of make-up only in special occasions (e.g. to go out at night, parties, events)
- Perception of possible skin damage, or the country climate (women feel less need to use make-up during the summer) and the cultural "natural" look of Portuguese women ("natural" implies little or no make-up, and not a make-up products based on natural ingredients).

1.2. Social media

1.2.1. What is Social Media?

The definition according to Scott (2010) is: *"Social media provides the way people share ideas, content, thoughts, and relationships online. Social media differ from so-called "mainstream media" in that anyone can create, comment on, and add to social media content."*

Whereas Evans (2008) states that: *"Social Media is the democratization of information, transforming people from content readers into content publishers. It is the shift from a broadcast mechanisms to a many-to-many model, rooted in the conversations between authors, people, and peers."*

Also, Li, et al. (2008) refers to a concept, the *Groundswell* which is:

"A social trend in which people use technologies to get the things they need from each other, rather than from traditional institutions like corporations."

1.2.2. Categories of Social Media

Kaplan and Haenlein (2010) consider six different categories of social media: collaborative projects, blogs and microblogs, content communities, social networking sites, virtual game worlds, and virtual social worlds. In addition, they classify these

categories according to two variables: 1) Social presence/ Media richness³ and 2) Self-presentation/ Self-disclosure⁴.

Figure 1 - Classification of different social media types according to Social presence/Media richness and Self-presentation/Self-disclosure (Kaplan, et al., 2010).

		Social presence/ Media richness		
		Low	Medium	High
Self-presentation/ Self-disclosure	High	Blogs Microblogs (e.g. Twitter)	Social networking sites (e.g., Facebook)	Virtual social worlds (e.g., Second Life)
	Low	Collaborative projects (e.g., Wikipedia)	Content communities (e.g., YouTube)	Virtual game worlds (e.g., World of Warcraft)

1.2.3. Social Media in Portugal

The TNS research study⁵ shows that 48% of the Portuguese population uses Internet, spending in average 13 hours per week on it, and having an average of 196 “friends” on social networks. These findings, position Portugal as one of the most “social” marjets within the 46 studied countries. In Portugal, the top 5 social networks most used are: Facebook, LinkedIn, Twitter, Hi5 and Badoo. (Milhões na internet , 2011)⁶. According to *socialbakers social networking statistics 2011*, the total number of Facebook users in Portugal is reaching 4.1 million, a penetration of 38% with the total country's population, and 78% of all Internet users. Regarding its users' profile⁷: **51%** are **male** and **49%** **female**; the **largest age group** is currently **25 - 34** with about 1.1 million users, followed by the **18 – 24** group. Although, on the last three months, there was a biggest gain recorded by 35 – 44 the age group (Socialbakers, 2011). In conclusion, social media has become an integral part of people lives. Thanks to the rapid growth of Facebook; updating status, posting comments and sharing links with friends have become routine activities for millions of people.

1.2. Community vs. Brand social media sites in Portugal

³ Refer to Appendix I, part A) for definition of social presence/ media richness.

⁴ Refer to Appendix I, part A) for definition of self-presentation/ self disclosure.

⁵ TNS, 2010: comprehensive study of the global digital consumer, which involved 46 countries and about 50.000 interviewed people.

⁶ Refer to appendix I, I), to see Figure1.

⁷ According to *Portugal Facebook demographics tool*, monitored by socialbakers.

1.3.1. Community sites

In our work project, community sites are considered social media sites which only contain contents generated by users, excluding those developed by entities like companies/ non-profit organizations and associated with a brand.

Since, there is not Portuguese community sites only dedicated to make-up. Below is presented some of top health and beauty Portuguese community blogs and Facebook, according to the available data⁸:

Blogs	Facebook
1. A Pipoca Mias Doce (19.132 visits per day)	1. A Pipoca Mais Doce (33.794 fans)
2. Mini-saia (9. 995 visits per day)	2. Mini-saia (25.098 fans)
	3. Mulher Saudável (5.581 fans)

1.3.2. Brand sites

Brand sites are considered, are social media sites that belong to a company/non-profit organization and are associated with a brand.

In Portugal, the brands' preferred channel to be present on social media is Facebook. According to *FbRankpt statistics (2011)*, the top 5 make-up branded sites⁹ on Facebook in Portugal are¹⁰:

1. Oriflame (37.565 fans)	4. Sephora (18.118 fans)
2. Estee Lauder (37.356 fans)	5. Vichy (7.989 fans)
3. Maybelline New York (22.025 fans)	

In general, brands do not have a strong presence on social media, in Portugal. In particular, health and beauty brands are not very developed in terms of number of “fans”, over these channels, which reflects brands' low investment, in terms of money and time. Also, the majority of brands still do not know how to potentiate brands on these channels and are not quite aware on social media benefits (e.g.: earned marketing).

⁸ Data from FbRankpt (14/12/2011 at 11:59 p.m.) and Webblog (29/12/2011 at 04:25 a.m)

⁹ It includes health and beauty brands having a make-up products' line; was only considered Portuguese brands' pages on Facebook.

¹⁰ Data collected on 14 of December of 2011.

2. Marketing Research

2.1. Research Questions

Addressing the problem within this paperwork on “How to increase engagement of category low users through the new social media – the case of the make-up sector in Portugal”, both qualitative and quantitative researches were performed with the following objectives:

1. Evaluate perceptions and attitudes regarding make-up usage, which enfold:
1.1-Why women wear make-up, 1.2-Why women do not use it more and
1.3-Opportunities to promote make-up usage.
2. Understand the influence of social media on consumers’ involvement with all product categories.
3. Access perceptions and attitudes towards make-up contents on social media.

2.2. Methodology: Research Design

The research implied, in a first stage, a selection of secondary data relative to the market of make-up and the usage of social media, in Portugal. Further, the study followed a primary research based on semi-structured in-depth interviews to understand the phenomena in study and access deeper insights on consumer perceptions. Initially, it was intended to interview 14 women that wear make-up on a frequent basis¹¹ and, at the same time, be classified as high users of social media¹² from two segments; 15 to 30 years and 31 to 45 years old¹³. Since this study basis on exploring communication on social media, only high social media users were analysed. However and during the interviews, a need to create a third segment roused. Teenage women within 15 to 19 years old revealed different behavioural aspects, in contrast with older women, and therefore, it was decided to reform the initial sample composition, which ended presents as follows:

¹¹ Women that used make-up more than two days per week on last two weeks were considered a High/Medium make-up user and women that used less was considered a Low make-up user.

¹² Women that accessed social media more than three times per week on last two weeks.

¹³ The ages were selected taking into consideration ages of social media users.

Make-up Usage	Social Media Usage				
	Low	High			Total
		15 – 19	20 – 30	31 – 45	
Low (L)	-	0	3	3	6
High/ Medium (H/M)	-	2	3	3	8
Total	-	2	6	6	14

Table 1 – In-depth interviews performed on the qualitative research.

The qualitative research was essential to access important insights. These were the basis of this project hypothesis, regarding attitudes, feelings and motivations of the population in analysis. To test the hypotheses, this study moved towards a quantitative approach, by resorting to 110 online questionnaires addressed to women, with the following distribution:

Make-up Usage	Social Media Usage				
	Low	High			Total
		15 - 19	20 - 30	31 - 45	
Low (L)	-	6	40	4	50
High/Medium (H/M)	-	17	39	4	60
Total	-	23	79	8	110

Table 2 – Online questionnaires performed on the quantitative research.

The qualitative and quantitative tools, interview-guide and questionnaire, respectively, can be consulted on appendix I.

2.3. Research Results and Formulation of Hypothesis

2.3.1. Consumers' perceptions and attitudes towards make-up usage

1. Why women wear make-up?

The main reason why women wear make-up is the gratification in feeling more beautiful, cared and different. According to the quantitative research these three gratification aspects represented the variables with highest means¹⁴. Additionally, from the qualitative research, women perceive make-up as a product to enhance their self-esteem, especially on occasions they feel insecure, sad or less beautiful.

From the interviews, H/M make-up users refer that the majority of products they use are to hide skin face imperfections, signs of fatigue or to give them a smooth tanned look, and experience the confidence factor they search within this category of products. Further, the more frequently these women used make-up, the more they felt “addicted”

¹⁴ For more information refer to Appendix I, part C).

to it, considering rather strange, a feeling of not being the same person, when not wearing make-up.

“Eu gosto de utilizar maquilhagem, porque quando acordo um pouco mais feia, ou não tão bonita, basta pôr um pouco de corrector de olheiras e pó bronzeador... e fico logo com outra cara. As mulheres nesse sentido têm muito mais sorte que os homens... porque às vezes dormimos pouco e andamos muito cansadas, mas depois colocamos uma maquilhagem e parecemos logo outras.” (I2, H/M, 23)

“... e já nem consigo sair de casa sem me maquilhar... parece que não sou a mesma... tornou-se um vício usar (...) (I7, H/M, 23)

2. Why women do not use it more?

Analysing the qualitative research, it was deduced:

2.1. Skin damage

Women do not use make-up more often because they think it may damage their skin. H/M and L make-up users consider this aspect as a weak point of this products usage. There are a lot of concerns regarding this question; in addition users mentioned they wanted to be more clarified about the topic. Interviewees considered ‘skin damage’ (e.g. face blemishes, ageing signs) as a secondary effect of make-up excessive usage, or low products’ quality, nonetheless, they were not sure of these inferences. Moreover, they suggested that make-up products should be recommended by a specialist, associated or not to a brand, someone who might be available on internet to clarify users’ doubts and give sincere recommendations.

“Eu não tenho a certeza se faz mal à pele usar todos os dias... também não estou muito informada sobre isso, mas penso que também depende da qualidade dos produtos... não sei... a minha vizinha é velha e usa muita maquilhagem... por isso acho que não deve fazer muito bem... mas também pode ter a ver com a qualidade dos produtos, se houvesse algo a dizer que a maquilhagem não faz mal, se calhar até usava mais...” (I9, L, 23)

“Eu preocupo-me se os produtos de maquilhagem podem ou não fazer à mal à pele... porque não sei se pode envelhecer mais a pele... olha, por exemplo, era bom haver uma marca em que os produtos fossem aprovados por um médico... e este poderia também estar disponível para

tirar dúvidas na internet, por exemplo, era ótimo... eu ia poder esclarecer as minhas dúvidas todas... é que ir a um dermatologista ainda é um pouco caro!” (I1, L, 23)

2.2. Seasonal usage

The majority of H/M and L make-up users referred they wear less make-up during the summer, which reflects a seasonal aspect on usage. The Portuguese climate is one of the factors interviewees reasoned to explain this behaviour. As stated before, one of the most popular products used by women are bronzers for a healthier and tanner look during the winter, thus, during the summer women prefer to give some rest to their skin, and, since they are already tanned, make-up for eyes and/or lips are their only concerns.

“... no verão não uso maquilhagem nenhuma... só se for sair à noite... é que uso um lápis, máscara e às vezes gloss para dar cor aos lábios... porque já estou bronzada e não preciso... até deixo a minha pele descansar um bocadinho...” (I11, H/M, 18)

2.3. Occasional usage

Women tend to choose make-up for special occasions like going out at night, ceremonies (e.g. weddings, baptisms) and work meetings (e.g. job interviews, presentations). In fact, they consider these situations an escape from daily routine which require a special care with their appearance. Often, these occasions work as excuses to learn new make-up techniques, try something different or even to elaborate more, by applying a higher diversity of products each time they do make-up.

“Eu maquilho-me sempre mais quando saio à noite... não sei... gosto de dar um toque especial... para me fazer sentir diferente do dia-a-dia (...) tento sempre fazer uma coisa diferente...” (I7, H/M, 23)

2.4. Lack of knowledge

Women are mainly concerned about the correct application of make-up and the quality of products, more specifically the ingredients used.

The interviewees revealed a legitimate concern with their skin appearance and a special interest in learning more about make-up application techniques, tricks, product's composition and benefits, and to be updated on new products.

Moreover, some L make-up users stated a real concern with their lack of knowledge on how to apply the make-up. They are fearful to look worst with make-up than without it.

“ Eu uso maquilhagem todos os dias, mas preocupo-me sempre com a qualidade dos produtos... só uso marcas em que confio mesmo ou foi recomendado por um especialista... tenho medo de estragar a minha pele. ” (I10, H/M, 23)

“Como estou a pensar em entrar para o mercado de trabalho em Inglaterra e sei que lá elas se maquilham muito mais que eu... tenho visto quase todos os dias alguns sites e blogs na internet sobre como maquilhar...e também para conhecer os produtos que existem e assim...” (I9, L, 23)

2.5.Lack of Time

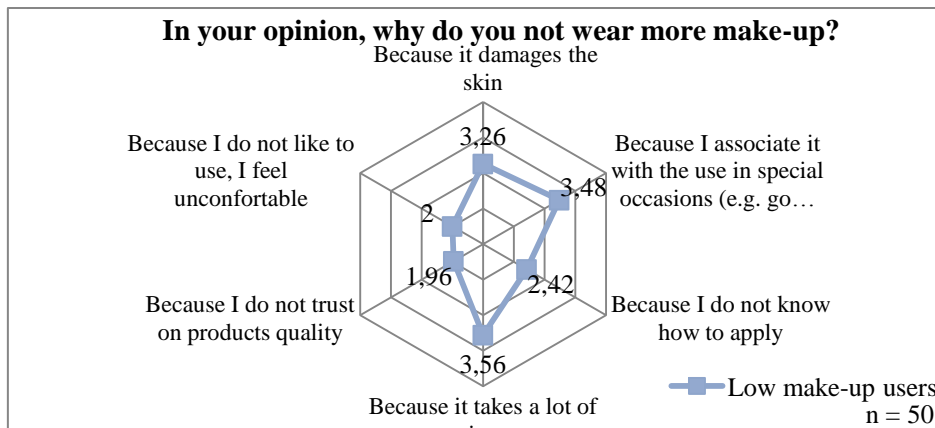
Low users consider make-up to be time-demanding a barrier to do not use it more, but there are also other concerning reasons explaining this behaviour¹⁵.

“Eu acho que é preciso passar a mensagem de que colocar maquilhagem é fácil e rápido... e ficamos logo com outro aspecto... acho que muitas pessoas não usam porque pensam que não têm tempo de manhã... e em 5 min consegue-se fazer uma coisa que nos faz logo ficar diferentes... é fácil...” (I3, H/M, 32)

The presented insights of the qualitative research allowed: 1) To confirm initial hypothesis from the secondary data - skin damage, occasional usage and seasonal usage hypothesis; 2) To access new and deeper insights - lack of knowledge and lack of time.

The work project also intended to quantify the hypotheses by resorting to a 5-point Likert scale present on the questionnaire (1 – Do not agree at all; 5 – Completely agree).

¹⁵ Refer Graph 2 on page13.



Graph 2
Quantitative result
for the indicated
question.

In conclusion: Low users justify their low involvement with make-up on the application process, that takes too long, and on the association of this product category to special occasions. This way, the lack of time reflects the role of an “alibi” that infers make-up as not a high involvement category for this group of women. If the contrary was applied, these women would probably dedicate more time to it. However, the qualitative research identified another and more profound reason. The “skin damage” revealed to be an aspect of high importance for the make-up consumer, and women feel not being quite informed about this subject.

Opportunities to use it more

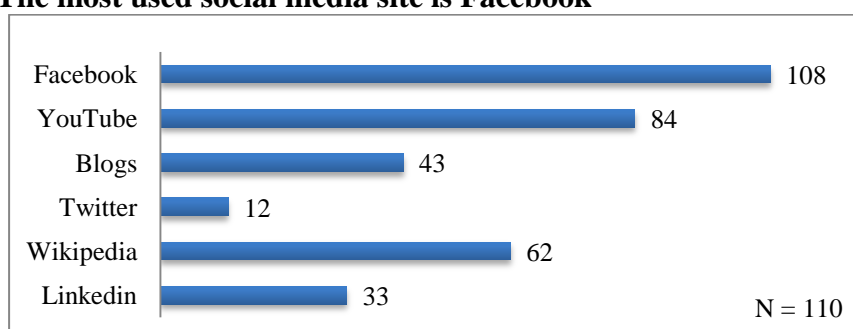
3.1. Women start to feel a need to use more make-up on their 19/20's

Most make-up users referred they began wearing make-up occasionally with 15/16 years old, when they started to go out at night. However, women within 19-45 years old noted an increase on their make-up consumption few after entering the university. Because of a “belongingness” or appearance need (a need to belong to a different “community” and to care more about their appearance) or as preparation for their professional future, women tend to get more involved with make-up during this period.

“... comecei a usar maquiagem muito nova... aos 15/16 anos comecei a usar para sair à noite... mas depois quando entrei para a universidade comecei a usar todos os dias... as pessoas todas arranjavam-se muito... principalmente para apresentações e assim... e eu sentia que tinha de me arrnajar melhor também...” (I6, H/M, 31)

2.3.2. Usage attitudes towards social media

1. The most used social media site is Facebook



Graph 3 – Frequency of women that access social media distributed by types of social media.

2. Influence of social media on the buying process

The interviewees presented several reasons to trust or not trust on community sites and brand sites information upon making their purchase decision. The most referred opinions about these sites are presented on the following table:

		Community sites	Brand sites
Trust	15 - 19	<ul style="list-style-type: none"> To find specific information not available on brand sites 	<ul style="list-style-type: none"> To find detailed information about products To know more about the brand To find new products
	20 - 45	<ul style="list-style-type: none"> Highly important to find opinions from others Offers different perspectives on subjects 	<ul style="list-style-type: none"> To find detailed information about products
Do Not Trust	15 - 19	<ul style="list-style-type: none"> Difficult to identify trustful information 	
	20 - 45	<ul style="list-style-type: none"> They can get paid to advertise 	<ul style="list-style-type: none"> It only gives an extremely positive information Lots of advertising Afraid of untrustful advertisement/information

Table 3 – Users' perceptions about community and brand sites.

Women between 15-19 years old trust more on brands' advertisement and information, while women between 20-45 years old prefer communities' insights.

“Eu confio na publicidade das marcas, porque apesar de poder ser um pouco enganosa esta dá-nos informações mais detalhadas sobre os produtos... já tentei ir a sites com opiniões de outras pessoas como blogs, mas não consigo distinguir os bons dos maus comentários, se estão a dizer a verdade... os comentários também não são muito de confiar... acho que não são muito bons...” (I11, H/M, 18)

“... não confio muito nas publicidades das marcas... porque eles só querem fazer com que acreditemos que um produto é muito bom e depois às vezes não é... O que eu faço é ir aos sites

das marcas ver a descrição dos produtos... e depois vou a sites com opiniões de outras pessoas como blogs e foruns e tento perceber se afinal o produto é bom...” (I5, L, 24)

3. The power of brand’s influence on social media

- Are you a fan/follower of a brand on social media?

According to the quantitative research, 46% of respondents refer to be a fan/follower of a brand on social media. The main reasons are¹⁶:

- 1.** To get more information about brands’ activity (promotions, parties, events)
- 2.** Brand likeability/ affinity
- 3.** To be informed about new products

- But do you really follow the brand?

Generally, after becoming a fan/follower of a brand, make-up users manifest a low involvement with the brand on social media platforms. This aspect may be explained by the low investment of brands in keeping their social media platforms (e.g. Facebook page) engaging and dynamic. Further, the qualitative research provided insights in terms of differences between segments. Women between 15-19 years old referred they did not use to follow brands activity on social media sites, because they perceive the content from these channels as underdeveloped, in contrast with a brand’s website. Poor information about products and disinteresting news are the most cited weaknesses of social media platforms owned by brands. Even though, the older segment, women from 20-45 years old, referred to follow brands on social media platforms, especially on Facebook, to be informed about promotions, events, prices and new products. Also, this segment shows interest in work related content or personal interest news, aspects mainly present on blogs.

“Eu sou fã de algumas marcas mas só fiz mesmo like, porque uma amiga recomendou ou porque gosto da marca... como por exemplo a Louis Vinton... mas por mais nada... não costumo ver as páginas deles no Facebook... porque tem pouca informação sobre os produtos e ou não colocam informação nenhuma ou não metem nada de especial...” (I12, H/M, 18)

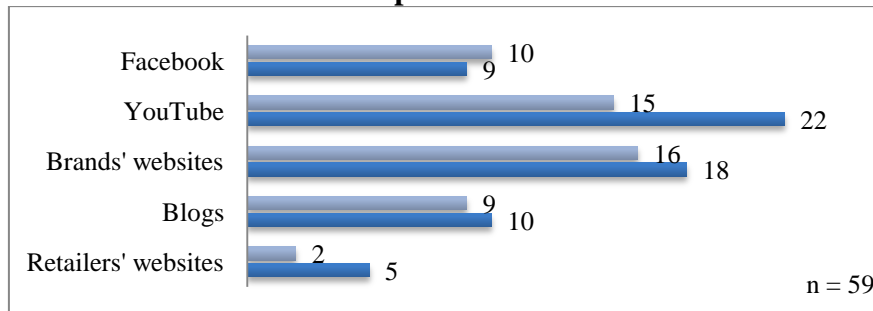
¹⁶ For more information, refer to Appendix I, part D).

“Eu sou fã de algumas marcas de maquiagem... e normalmente vejo sempre as informações que aparecem no mural do Facebook, para estar informada sobre eventos, promoções, novos produtos...” (I2, H/M, 23)

2.3.3. Perceptions and attitudes towards make-up contents on social media

1. 54% of respondents (59 people) visited make-up contents on Internet over the last 6 months.

2. Sites used to access make-up contents:



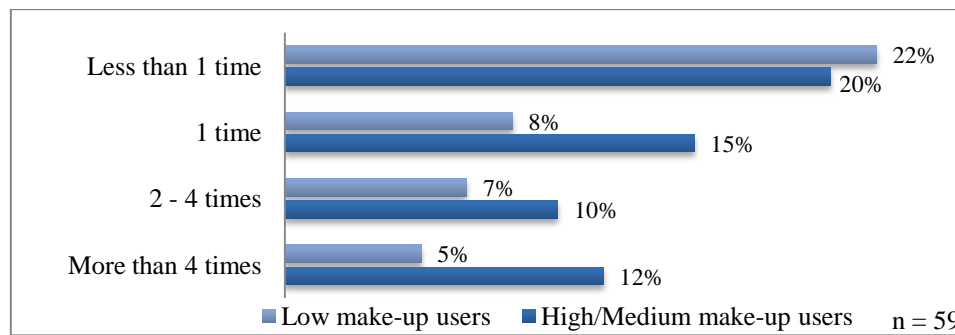
Graph 4 – Frequency of women that access make-up contents distributed by type of sites.

Youtube and brand websites were the most appealing channels for both L and H/M make-up users to access contents related with make-up on the internet. Facebook and blogs followed on an even basis and retailers appear as the less appealing channels communication of make-up related contents.

Further, L make-up users accessed brand related content via YouTube and official brand websites in an almost equally distribution. From the qualitative research, it was inferred that branded sites are most appealing to access detailed information about products or new products, while YouTube is used essentially to watch videos about make-up application techniques.

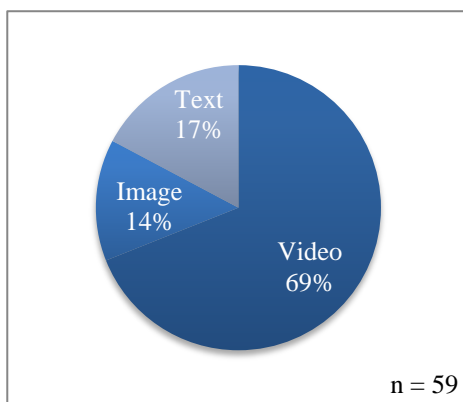
Lastly, the results show L make-up users are not involved with the category and only look for general information; otherwise they would select a specific type of information and adopt the same preferences as H/M users.

3. Search frequency of make-up contents per month



Graph 5

4. Which type of content format appeals more to women when searching for make-up information?



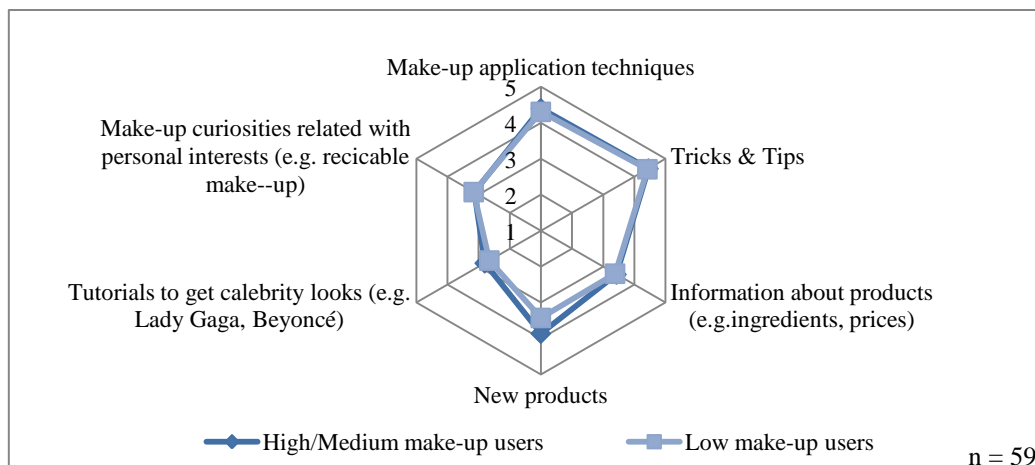
Graph 6

Video is clearly the content format most appealing to women, when searching for make-up information. However, the majority of women expressed, on the qualitative research, a preference for a channel that could integrate all three content formats, and

present not only videos but also images of before/after scenarios of make-up product results, small text descriptions and comments from internet peers. Moreover, videos should not be too long, as women stated a preference for short but concise video explanations, otherwise it would become disinteresting.

5. Which type of information make-up users want to find on social media?

Formulated hypothesis on the qualitative research were quantified resorting to a 5-point Likert scale present on the questionnaire (from 1 – Not Relevant to 5 – Very Relevant).



Graph 7 – Quantitative result for the indicated question.

It is possible to verify that the majority of women search make-up application techniques, tricks and tips, and information about new products.

“Eu procuro mais por vídeos no YouTube sobre como maquilhar, pois penso que este é o melhor conteúdo para aprender como é que se faz... é muito melhor para perceber como é que temos de aplicar um produto... e eu já aprendi muito a ver os vídeos... tenho pena é de não haver filmes feitos por portuguesas, porque nós temos características diferentes de pele...e os que existem não se adaptam bem a nós..” (I2, H/M, 23)

“ Para mim um vídeo tem de ser curto, se não perde o interesse, torna-se aborrecido... e tem de ser conciso (...) tem de explicar de uma maneira simples e rápida como é que aplica.” (I8, L, 40)

6. Information tool before purchase

In general, women access make-up contents on social media before buying a product, to stay informed on new products, application techniques, prices, trends and recommendations.

- Do you use to buy the products you had seen on those contents?

According to the qualitative and quantitative research results ($\mu=2,3$ from 1 – Do not agree at all to 5 – Completely agree), it is possible to infer that, although a high number of women search for make-up contents, very few end buying the displayed products. They choose to buy similar products with a similar result but a more affordable price.

According to the interviewees; most part of the products displayed on social media contents, especially foreign tutorial videos, are quite expensive.

“Eu vejo alguns conteúdos de como aplicar maquilhagem e os produtos que são utilizados, para obter determinados looks... mas nunca comprei nenhum produto que vi, porque são muito caros... são todos da MAC ou de marcas muito caras... eu opto sempre por comprar um produto com o mesmo resultado, mas a um preço mais acessível... pois como também ainda não ganho o meu dinheiro... não posso gastar muito” (I2, H/M, 23).

2.3.4. What women suggest that brands could do to incentive make-up consumption

As a final remark of the interviews, women were asked to share suggestions on what brands could do to promote make-up consumption and involvement. According to their feedback, brands should take into account:

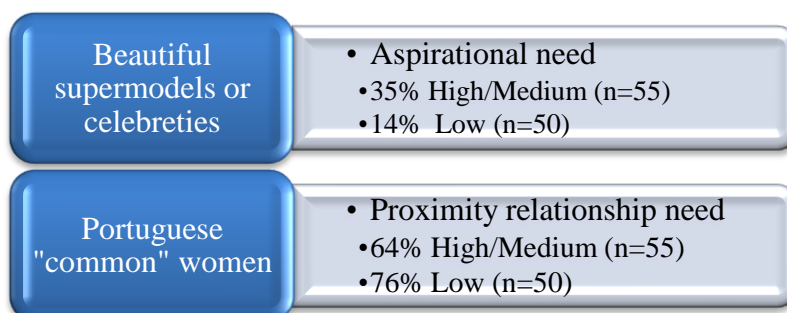
1. Facebook is perceived by make-up consumers the best channel to increase involvement in the area of social media.

- 92% of the respondents believe Internet offers great opportunities for brands to start a campaign, and 84% referred Facebook as the channel by excellence, given its characteristics and popularity.

“Hoje em dia os social media são muito importantes e têm um grande impacto na vida de cada um de nós... como já quase ninguém vê televisão... e como agora o Facebook quase toda a gente tem acho que este seria mesmo o melhor canal a usar.” (I3, H/M, 32)

2. Campaign images/characters that best influence consumers on the usage of make-up

According to the qualitative research there are two possible approximations:



Graph 8 –Make-up users’ preferences for campaign images.

In order to further quantify these options on images/characters, respondents from the quantitative research were asked to choose between the two, which one would they feel more empathy for a make-up campaign. Results show 76% of low make-up users preferred the Portuguese “common” women. The qualitative research explains this choice, when the interviewees revealed a higher proximity and empathy for Portuguese “common” women. These characters will approach the campaign to every woman that want to feel more beautiful. In addition, the “*Dove for the real beauty*” campaign¹⁷ of *Unilever* was referred in many of the interviews as a great campaign example. What women loved in this campaign was the showcased of photographs of regular women (in place of professional models) a new concept of “beauty” that fosters a relationship of proximity with consumers (eMarketer, 2011). Further, it was stated that this type of campaign makes easier for consumers to believe in the advertisement message, and ultimately induce a higher intention to purchase the brand.

However, 22% of women preferred the beautiful supermodels/celebrities over the “common” Portuguese women. This different position comes from the aspirational need of women to become like the characters of the campaign, and reach a state of beautifulness, even if it is not real.

Moreover, since Portuguese “common” women are preferentially selected by both H/M and L users, a future campaign using these molds would also appeal to H/M users of make-up.

“Eu preferia que fossem usadas Portuguesas “comuns” numa campanha, como aquele anúncio da Dove, porque penso que as pessoas se sentiriam mais próximas da imagem... e vendo se calhar outras pessoas tal como eu a maquilhar-se e a ter tempo... acho que ficaria muito mais motivada...” (I6, L, 31).

¹⁷ Refer to appendix 2, to see more details about this campaign.

"As campanhas normalmente são muito perfeccionistas, e tu pensas: que horror eu nunca vou fazer aquilo, é impossível! Poderiam usar pessoas do dia-a-dia para mostrar que há coisas muito simples que podem ser feitas, e em 5min obter uma maquilhagem que já te dá um ar mais arranjado, mais cuidado." (I2, H/M, 23)

3. Conclusions and Recommendations

This work project born from a need to foster the relationship and involvement of make-up category products on Portuguese women, a consumer characterized, in general, as a low user of make-up, in comparison with their European peers. For brands operating in this market, a strategy on social media is key to future enrollments with consumers who are changing their behaviours towards media (GFK, 2011). The conclusions that follow are presented in the form of recommendations to guide the communication strategy of a make-up brand on social media.

1.1. First steps brands should take into account on social media

According to secondary data and research results, brands in Portugal are beginning to understand and collect know-how on social media. Therefore, before explaining how to engage low category users, it is important for brands to define standard procedures that respect this new and trendy media. It is recommended:

1. To follow the POST methodology: People, Objectives, Strategy and Technology (Li, et al., 2011).
2. To engage. Although the rules of social media are not defined, the 4 R's¹⁸ of Coca-Cola strategy on social media proven to be a success (Insights, 2010).
3. To measure success through social media KPIs (e.g. "Facebook insights"), to follow objectives and improve previous defined strategies.

¹⁸ 4R's (Review, Respond, Record and Redirect) of Coca-Cola social media approach (Insights, 2010). Refer to Appendix I, part G) to see more details and examples.

This project covered specific aspects of the POST method, more specifically on the “People”, with the consumer insights of the research, on the “Strategy” and on the “Technology” through the recommendations that will follow over this section. The “Objective” part on this study tends with an increase on the involvement and consumption of Portuguese women with make-up.

1.2. How make-up brands can engage low users through social media

1.2.1. How social media may help to overcome barriers on make-up usage

1. Low users do not wear make-up more often because they believe the application process takes too long. Besides, these consumers associate make-up with special occasions. “Lack of time” seems to work as an “alibi” to infer that make-up is not a high involvement category for women; and “special occasions” appear as situations where women tend to elaborate more on the make-up. However, there is a huge potential for this category consumption in Portugal, but brands still need to find-out how to incite women to wear make-up on a more daily basis. Further, Portuguese women prefer natural looks.

Recommendation: A need to educate women on make-up application processes is fundamental, in the way of enhancing the functional and emotional benefits of make-up. This means communicating on how make-up can be easy and fast to apply, helping women to cover imperfections or to have a smoother tanned look, and provide the confidence factor that impact positively on their self-esteem. This is fundamental for Portuguese consumers who care a lot about their appearance (Euromonitor, 2011).

More than including softer colours of products on catalogues, brands should invest in making available net videos (most preferred content format) displaying several natural looks for different women styles, and integrate the functional and emotional benefits of make-up. Also, it should combine make-up with other beauty tips, as clothes and hair styles, creating true beautiful looks that will catch the eye of women.

2. Women present a deeper reason to not use more make-up. They believe it may damage their skin. Although, most brands work with specialized laboratories, developing products with fewer allergic reactions to women with more ‘intolerant’ skins (i.e. sensitive or easily irritated skin), women revealed to be poorly informed about this topic. They also claimed for more information on make-up benefits to the skin. In this way, it could be an added-value for a brand to explain the real essence and beneficial properties of make-up on a woman’s skin. In fact, the great majority of products are already prepared for the adversities a woman’s skin face during the day (wind, cold, sun or pollution). An example, the generality of foundations in the market have UV radiation protection, a benefit for women who wear sun block lotion on a daily-basis. Summing-up, there is a real need in demystifying the false creed of make-up and skin damage.

Recommendation: Since brands already invest in R&D to develop better products and meet consumer’s needs, the biggest concern brands should focus now is to inform consumers on the properties and benefits of their products. Further, women demonstrate a genuine concern in understanding the composition and properties of make-up on their skin; thus, a space like Facebook or Twitter could promote scheduled online meetings between consumers and make-up professionals, clarifying women’s doubts around make-up, and demystifying the association of this product category with skin damage. Additionally, this unique and specialized service could become a competitive advantage for the brand, as it would foster engagement on social media, consumer’s loyalty and build brand equity, something similar with what Nestlé is doing in the category of infant nutrition. Nestlé invites mother to share their doubts on Facebook regarding feeding aspects of their babies with the support of a nutritional specialist. Furthermore, these

interactions with potential consumers could translate in valuable consumer insights about make-up.

In addition, informing consumers on social media may surpass also the seasonal problem by convincing women that make-up can protect the skin.

1.2.2. How social media can create relationships

1. Type of contents on brand's social media sites need to be more relevant.

In Portugal, brands demonstrate a flaw in presenting relevant information from the consumer point-of-view. Thus, brands should create contents more consumer-oriented. According to research results, women decide to be fan/follower of a brand to be informed on brand's activity (promotions, parties, events) and new products. However, what captivates women when looking for make-up contents is the information regarding application techniques, tips and tricks, and information on new products. Currently women tend to search for make-up contents, less than one time a month, consequence of the stated issue.

Recommendation: Brands should have media spaces where consumers could easily find the information they pretend. Brands need to be dynamic and straightforward on the presentation of their contents. Videos constitute the most engaging type of contents, thus, brands should use this format to present meaningful information for the consumer (e.g. videos with make-up application techniques). Additionally, brands should be committed on a continuous communication with their fans/followers, but should not 'overpost' or post too much of the same information.

To promote a closer relationship brands may invite fans/followers to share their suggestions and interests through online pools, as an example. A practical example is the Maybelline Portugal page on Facebook where fans demonstrate a high willingness to share their opinion and interests.

2. Different age segments require different approaches. Women reveal different behaviours towards community and brand sites. For women of 20 to 45 years old communities' opinion are perceived as more influential on this segment purchase decision, while women of 15 to 19 years old prefer friends and relatives opinion¹⁹.

Recommendation: To better influence women of 20 to 45 years old on their purchase decision, brands should allow consumers to freely express their opinion on social media sites (e.g. past experiences with products, services, events) without exerting control over them. They should use social media platforms as bridges to other spaces with more detailed contents by resorting to links. The Integration of all official brand sites is very important on social media; all channels should be aligned with a single voice²⁰.

Women begin to wear make-up in their 15/16 years old after going out at night. When they reach 19/20 years old, upon entering the university, make-up usage becomes more frequent. This means, brands have an opportunity to strongly influence women of this age on their make-up habits. Taking this into consideration, social media becomes important as a tool to inform this specific segment.

Therefore, the make-up contents should be aligned with the segment traits, interests and needs for a higher involvement and potential word-of-mouth.

3. “Empathy” is key to influence women on make-up usage. About 76% of L make-up users prefer Portuguese “common” women on campaigns, instead of supermodels/celebrities. They believe Portuguese “common” women are easier to identify with, because these ones are closer to them, and raise a higher empathy that acts as an incentive to experiment and purchase make-up products.

¹⁹ Refer to Appendix I, part H), to see more details on the qualitative research result about friends and relatives influence on make-up usage.

²⁰ Refer to Appendix I, part G), to see Coca-Cola's strategy practical example.

Recommendation: Portuguese “common” women are the most obvious choice for campaigns. Brands should go further on this topic and develop several viral and innovative contents (e.g. videos, images), regarding also what was recommended previously. Also, social media seems to be the best way to approach make-up users with this kind of campaign. Here, brands with budget limitations, can reach specific targets and generate word-of-mouth faster than with traditional media, and ultimately foster the so important consumer-brand relationships, on social media.

Besides social media, the campaign should also incorporate a more traditional approach. A mix of media allows to cover the gaps of each media and benefit from the individual characteristics that complement one another (e.g. outdoors, professional advisers in shops, parties inside fashion clothes shops, make-up events on streets and television).

In a last remark, brands need to find the most suitable channel for their campaign on social media. According to the study results, videos are the most appealing forms for make-up communication. However, images of before/after results are the most straightforward form of presenting content, perfect on first impressions. In addition, comments from other internet peers are extremely valorized. Taking all these considerations, a hybrid of all three formats should work as most efficient channel of communication. This channel is, therefore, Facebook, a channel offering brands the possibility to listen from consumers and effectively measure a campaign through the *Facebook Insights tool*. Regarding the optimal number of posts by brands, secondary data recommends brands to post on Facebook on a daily basis (Rezab, 2011).

4. Limitations and Further Research

There are some limitations to consider, regarding the results. First the limited dimension of the sample and difficulty in interview women within 15 and 19 years old. Further research with a wider sample, especially of this segment should be applied. Second,

there was found a limited number of women that use to visit make-up contents on Internet. In future studies a wider sample should be applied. Third, most of interviews were conducted to women living in Lisboa, Porto and Peniche. Future research covering a large area should help strength the conclusions. Fourth, there was not found statistical data about social media users profile in Portugal relating all types of social media (Facebook was the only exception).Fifth, the quantitative research, the question about consumers suggested campaign image referred two hypotheses to consumers: Portuguese “common” women and beautiful supermodels; omitted an option for Portuguese celebrities. A future research should present all three options.

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6. Appendices

Appendix 1

1.1.The Eyes, Face, Lips and Nails segments inclusion according to the Euromonitor statistical data result (10 October 2011).

Eyes: mascaras, eyeliners, eye shadows, eyebrow pencils and eye pencils. Excluded are make-up removers and eye accessories.

Face: foundation, rouge, face powder, blusher, highlighters, face bronzers and 2-way cake products. Excluded are tinted products which are primarily facial moisturisers.

Lips: lipsticks, lip pencils, lip gloss, transparent bases and tinted lip moisturisers as well as multi-function colour sticks that can also be used for cheeks and eyes. Excluded are lip protection products designed only to moisturise/protect and which offer no cosmetic function.

Nails: nail varnishes/enamels, nail varnish removers, treatments, home-manicure products such as cuticle softeners and nail strengtheners. Excluded are nail files, scissors, false nail kits and general nail accessories.

A Work Project, presented as part of the requirements for the Award of a Master Degree
in Management from NOVA – School of Business and Economics

“How to engage low category users through social media – the case of the make-up sector in Portugal”

I. Appendices

Cátia Filipa Albano Santos N°573

A Project carried out on the Work Project course, with the supervision of:

Professor Catherine da Silveira

6/1/2012

A) Definition of constructs:

- **Social presence/ media richness:** Social presence is defined by (Short, et al., 1976) as the acoustic, visual, and physical contact that can be achieved. Social presence is influenced by the intimacy (interpersonal vs. mediated) and immediacy (asynchronous vs. synchronous) of the medium, and can be expected to be lower for mediated (e.g., telephone conversation) than interpersonal (e.g., face-to-face discussion) and for asynchronous (e.g., e-mail) than synchronous (e.g., live chat) communications. The higher the social presence, the larger the social influence that the communication partners have on each other's behavior. Media richness theory (Daft, et al., 1986) is based on the assumption that the goal of any communication is the resolution of ambiguity and the reduction of uncertainty. It states that media differ in the degree of richness they possess – that is, the amount of information they allow to be transmitted in a given time interval – and that therefore some media are more effective than others in resolving ambiguity and uncertainty.
- **Self-presentation/ Self-disclosure:** Self-presentation is defined by in any type of social interaction people have the desire to control the impressions other people form of them (Goffman, 1959). On the one hand, this is done with the objective of influencing others to gain rewards (e.g., make a positive impression on your future in-laws); on the other hand, it is driven by a wish to create an image that is consistent with one's personal identity (e.g., wearing a fashionable outfit in order to be perceived as young and trendy). Self-disclosure is the main reason why people decide to create a personal webpage and is, for example, the wish to present themselves in cyberspace (Schau, 2003) it is the conscious or unconscious revelation of personal information (e.g., thoughts, feelings, likes, dislikes) that is consistent with the image one would like to give. Self-disclosure is a critical step in the development of close relationships (e.g., during dating) but can also occur between complete strangers.

B) Behaviours and preferences in Portugal

Portuguese women segment most used is Eye make-up, since it is the best performed segment, thanks to the good performance of eye liner/pencil and mascara. It probably occurs because these categories were the cheapest in make-up cosmetics and enabled women to really change their looks.

The growing popularity of the “natural” look, especially for day wear, contributes to the use of more natural products and probably a switch for products which offered a more natural result, as has being occurred with the lipstick switch for lip gloss products. Portuguese consumers are also very concerned about products' quality and has very careful about products they use on their skin, and in that sense they preferred to use natural products thus reducing the risk of allergies and adverse effects on the skin. There is also an emerging of a common trend in facial make-up regarding the anti-ageing formats and UV protection. UV protection is becoming a popular additive to products due to the hot summers experienced in the country, coupled with increased awareness among consumers of the damage that overexposure to UV rays can cause to the skin.

Euromonitor International report (2011) also predicts that the main trend in make-up cosmetics over the forecast period will be a growing interest in make-up as women are increasingly more aware of the need to look good to others, a trend also promoted by the media. The use of celebrities to advertise products is historically common, and has helped to boost make-up cosmetics sales. Portuguese consumers identify themselves

with such celebrities or aspire to be like them. Thus, collaboration between make-up cosmetics brands and celebrities is likely to continue to be an important factor in the development of make-up cosmetic products in the future.

Concluding, the growing popularity of the “natural” look and the increase of women need to vary their look will result on a demand for products in line with the clean look, a trend that is very appealing to women who are not in the habit of wearing much make-up.

Font: Euromonitor. “Colour cosmetics in Portugal.” 2011.

C) Quantitative result for the question on the questionnaire: In your opinion, when you use make-up, why did you use it?

	Mean (μ)	Standard deviation (σ)
Because it makes me feel more beautiful	4,11	0,84
Because it makes me feel more confident	3,68	1,25
I just use because my friends also use	1,26	0,61
I only use for occasions where the appearance is important (e.g. work presentations, interviews)	3,02	1,33
To feel different in special occasions (e.g. going out at night, events, parties)	4,02	1,00
Because it increases my self-esteem when I am bored	3,11	1,30
Because it is fashion	2,12	1,08
Because it makes me feel cared	3,93	0,92
Because I still cannot go out without use it	1,79	1,32

D) Quantitative result for the question on the questionnaire: Why did you decide to be fan/follower of a brand?

	Mean (μ)	Standard deviation (σ)
To get informed about brands' activity (e.g. promotions, events, parties)	4,35	0,72
Because I like the brand	4,28	0,93
Because a friend recommended	2,51	1,22
To get informed about new products	4,08	0,89
To know more information about products available	3,96	0,94

Because the page content is interesting	3,63	0,96
Because I like of available applications	2,90	1,22

E) POST method:

- **People** – Review your target customer's social behaviors and attitudes. Create a social profile of the target customer leveraging a custom survey to identify and categorize social technology behaviours.
- **Objectives** – Decide on your social technology goals. Conduct interviews with stakeholders around the organization to understand the range of business needs and goals and define what business goals want to accomplish.
- **Strategy** – Determine how your objectives will change your relationship with customers. Analyze the social profile data, business objectives and identify a social technology strategy for how to accomplish the pretended goal and change the relationship with customers.
- **Technology** – Choose the appropriate technologies to deploy.

F) “Dove or the really beauty” campaign by Unilever

The campaign was launched by Unilever in 2003 as a marketing worldwide campaign. It showcased photographs of regular women (in place of professional models) showing to consumers a new concept of “beauty” and creating a relationship of proximity with them (eMarketer, 2011).

Dove got women talking and sharing across media channels. The brand tried to reach their consumers where they live, worked and played with innovative marketing that sparked rich dialogue and conversation; truly facilitated through the use of social media (eMarketer, 2011).

Besides, “retain authenticity” through all channels, fulfill consumers needs, know the target audience and be different from other competitor brands; Robert Candelino (Marketing Director, Personal Wash-US Unilever) (eMarketer, 2011) also refer other Dove best practices used through social media which turn the campaign a success:

- Surround the consumer at various touch points with relevant content where they live, work and play.
- Took off virally campaign films which generates word-of-mouth
- Build credibility and thrust: creation of a community where people are genuinely invited to have a voice and engage with the brand. This involves a degree of letting go and resisting the temptation to control the dialogue. Dove users are invited to share their stories with the brand. “The Dove brand's Facebook page encourages open conversation about the issues that are pertinent to our brand. We communicate and engage with consumers regarding Dove core messaging that includes both its social mission and equity, as well as the care offered by our products.” (Robert Candelino) (eMarketer, 2011)

In this way, Dove promoted social media relationships and shown how is possible to increase consumers' engagement with the brand. Some of these strategies will be used, as example, for the recommended strategies on the conclusions and recommendations part of the work project.

G) 4 R's Coca-cola social media strategy (Insights, 2010):

Review: listen and filter all online data through analytical tools. Coke has a comprehensive strategy in web surveillance, trawling through digital platforms and networks for mentions of its name, and feedback from surfers.

Respond: constantly create, cultivate and nurture opportunities for dialogue and conversation. Coke looks at empowering its subject matter experts to respond on social media following the Coca-Cola Online Social Media Principles (include coverage of the company's online commitments, guidelines for online associates, as well as guidelines for online spokespersons)

Record: involves creating little video vignettes that respond to the chatter in an entertaining, but informative manner. Coke creates little video vignettes, photos, blogposts, and other tit-bits of social media content on Youtube and other channels. What this does is to rely on 'purposeful entertainment' that informs and enlightens (often with a dash of humour) without trying to be too commercial.

Redirect: direct content through the most popular sources (YouTube, Twitter, Facebook etc.). Coke embraces a comprehensive strategy in generating link-love by sharing ideas and links in a reciprocal manner. The company abides by four truths in this regard: 1) You don't own your brands, 2) Every day is an election day, 3) Fish where the fish are and 4) Success revolves around genuine, compelling content.

H) Qualitative results on friends and relatives influence on make-up usage.

Women revealed to be influenced by friends and relatives (particularly by mothers and older sisters).

“Eu comecei a usar maquilhagem por causa da minha mãe... ela sempre foi uma mulher muito vistosa... e sabe maquilhar-se muito bem... quando era pequena estava sempre a observá-la a maquilhar-se e aprendi muitos truques com ela (...) e sempre me incentivou também usar.” (I7, H/M, 23)

The segment between 15 – 19 years old also refers to be very influenced by friends on their style choice, because they want to feel integrated in a society or friends' group. Further, they referred they completely trust on their friends' opinion which has high impact on their make-up products choice.

“...comecei a usar mais maquilhagem agora na escola, porque estou muito branca agora no inverno e quero parecer mais bronzada... as minhas amigas também usam todas... e até foram elas que me recomendaram o produto...” (I18, H/M, 18)

However, this friends' influence shown to be not very relevant in aged women. In fact, it was verified that as aged women are the greater is their ability to search for themselves and choose what is better for them. In other words, the segment between 31 – 45 years old tend to search more for others' opinion besides friends, using for that many resources (e.g. internet, shop advisors, professional specialists).

“Pesquisa na internet por dicas e truques para maquilhar... e por alguns produtos... vejo alguns comentários de outras pessoas... de blogs que costumo seguir ou no YouTube.. para saber se um produto é bom ou não e depois vou à loja experimento e se gostar compro.” (I1, H/M, 32)

I) Figures:



Figure 1 – Social networks Infographic (Milhões na internet , 2011).

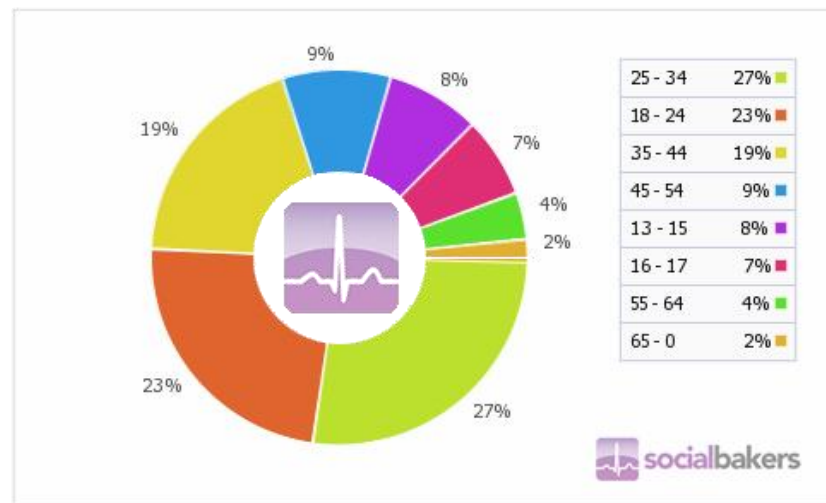


Figure 2 – User age distribution on Facebook in Portugal 2011. (Socialbakers, 2011)

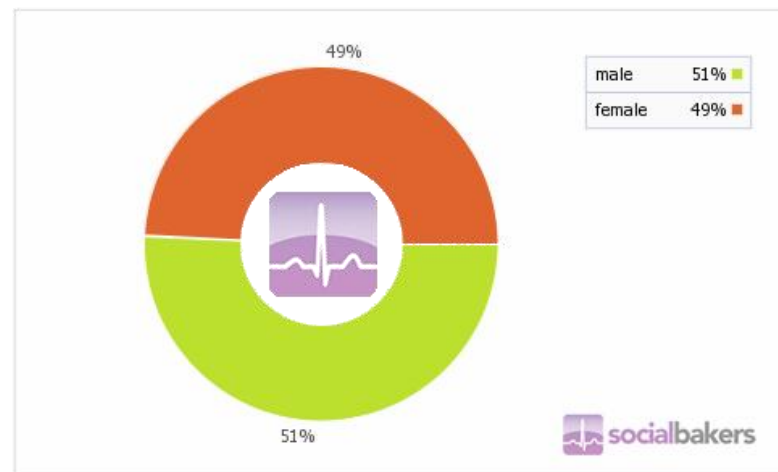


Figure 3 – Male/Female user ratio on Facebook in Portugal. (Socialbakers, 2011)

J) Interview guide of the Qualitative research

1. Pré-recruiting questionnaire and filters

Filter 1	Did you wear make-up during last 2 weeks?	- Yes: Filter 2. - No: Stop Interview.
Filter 2	How many days did you wear make-up last 2 weeks?	<div> - Everyday - 3-6 days per week </div> <div> } High/Medium users (50%) </div> <div> - 2 days per week - 1 day per week - Less than 1 day per week </div> <div> } Low users (50%) </div>
Filter 3	How many days did you assess social media sites (Facebook, Twitter, Youtube, Linkedin, Blogs, ...) during last 2 weeks?	<div> - Everyday - 4-6 days per week </div> <div> } High involved (100%); Filter 4. </div> <div> - 1-3 days per week - Less than 1 day per week </div> <div> } Low involved: Stop Interview. </div>
Filter 4	Did you look for any make-up content on social media sites last 6 months?	- Yes: Start interview. - No: Stop Interview.

2. Guiding Principles

Warm-up

“Good morning/evening, I am a student from NOVA School of Business and Economics; and I am conducting a Research study for my thesis project about make-up and social media.

For this Research, I am using a particular technique: the non-directive method; it means that I will not ask you specific questions about the subject as in a standard questionnaire.

First, I will just define some terms that will be used during the interview:

After the first question that I will introduce now, you will be free to tell me whatever comes to your mind on the subject...

If you don't mind, I will record the interview. This interview will last approximately half an hour.

So my question is the following:

Initial question:

“Could you please describe me the last time you looked for make-up contents on social media sites?”

Make-up: it is divided in four segments: Eyes, Face, Lips and Nails. Each segment includes all products related to it.

Social media sites: all sites which allow people to share ideas, contents, thoughts and to build relationships online. They can take different forms as: collaborative projects (e.g. Wikipedia), blogs and microblogs (e.g. Twitter), content communities (e.g. Youtube), social networking sites (e.g. Facebook), virtual game worlds (e.g. World of Warcraft).

Content: it has anything that can be digitized and delivered from the creator to the consumer over the Internet. This includes text, images, music, video and software. (<http://www.subhub.com/articles/content-monetization>)

3. Topics to be developed

- Usage attitudes towards social media:
 - Sites visited
 - Frequency
 - When/ time spent
 - Motivations to engage with social media sites
- Perceptions and attitudes towards social media marketing contents:
 - Strengths and weaknesses of the contents
 - Values associated with branded social media sites
 - Motivations to engage with branded social media sites
 - Influence on the buying process
- Perceptions and attitudes towards make-up usage:
 - Strengths and weakness
 - Brands/ products
 - Frequency/ How did you start to use make-up?
 - Risk/ opportunities
 - Values associated
 - Main concerns and difficulties
- Importance of social media for a make-up user:
 - Sites used to access make-up contents (branded sites, community sites, ...)
 - Frequency of search for make-up contents.
 - Information search tool before purchase and after purchase
 - How the respondent had knowledge about the social media sites used to see make-up contents (friends/webpage's publicity/search engines/...)
 - Type of contents most searched/ why?
 - What excites users when looking for make-up information? What they want to find the most?

- Motivations found on social media that influence users to turn more involved with make-up

4. Additional questions

Using now the computer I have here with Internet connection, could you please show me your favourite social media sites which do you use to look for make-up contents? Could you please now choose one and indicate me the make-up content do you like the most?

1. Why do you like this content? And why did you choose this social media site? What makes it interesting?
2. This content motivates you to wear make-up? Why?
3. When looking for make-up contents which types do you like to find the most?
4. Usually after seeing make-up contents do you feel more motivated to wear make-up?
5. In your opinion, what is the main reason why did you started to use make-up?
6. Did online contents have an important role on your engagement with make-up? In your opinion, which content do you think more interesting and capable to strongly motivate women to wear make-up?
7. As a make user, do you usually find make-up contents useful and trustable? Which ones do you trust more, branded or community contents? Do you are a fan/follower of any social media site which provides you those contents? Do you usually interact with them?
8. Do you use to buy the products you had seen on those contents?
9. Do you recommend any social media campaign, content type or application you think will strongly motivate women to use make-up? Do you suggest any other online or offline initiative to motivate them?

5. Respondent Profile

- Age
- Gender
- Internet usage:
 - Search for information before purchase
 - Experience in purchasing online
- Social media sites used by the respondent
- Level of interaction in social media pages (light/medium/heavy)
- Make-up brands/products used/ How many products used?
- Level of education
- Occupation

K) Online questionnaire of the quantitative research

Maquilhagem nos Social Media

Este questionário demora apenas cerca de 15 min e faz parte de um estudo para a realização da minha tese. Participe!

Obrigada.

***Obrigatório**

Primeiro gostaria de lhe colocar algumas questões que servirão como filtro para este estudo.

Indique o seu género: *

- ☐ Feminino
☐ Masculino

Continuar »

Já preencheu este questionário antes? *

- ☐ Sim
☐ Não

« Anterior

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Idade: *

- ☐ Menos de 15 anos
☐ 15 - 17 anos
☐ 18 - 19 anos
☐ 20 - 30 anos
☐ 31 - 45 anos
☐ Mais de 45 anos

Utilizou maquilhagem nas últimas 2 semanas? *

Maquilhagem inclui todos os produtos de maquilhagem de olhos, rosto, lábios e unhas.

- ☐ Sim
☐ Não

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Quando utilizou maquilhagem nas últimas 2 semanas? *

Indique em média o número de dias por semana.

- ☐ Todos os dias
- ☐ 3 – 6 dias por semana
- ☐ 2 dias por semana
- ☐ 1 dia por semana
- ☐ Menos de 1 dia por semana

É um utilizador de social media (ex.: Facebook, Twitter, Blogs, YouTube, Wikipedia)? *

- ☐ Sim
- ☐ Não

« Anterior

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Quando acedeu a páginas de social media nas últimas 2 semanas? *

Indique em média o número de dias por semana.

- ☐ Todos os dias
- ☐ 4 – 6 dias por semana
- ☐ 1 – 3 dias por semana
- ☐ Menos de 1 dia por semana

« Anterior

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Na sua opinião, porque é que não usa mais maquilhagem?

Diga em que medida concorda com as seguintes afirmações usando a escala seguinte.

	1: Discordo Completamente	2	3	4	5: Concordo Completamente
Porque faz mal à pele.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Porque associo o uso de maquilhagem a ocasiões especiais (ex.: para sair à noite, festas, eventos), e por isso só uso nessas ocasiões.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Porque não sei aplicar.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Porque demora muito tempo a aplicar.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Porque não confio na qualidade dos produtos.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Porque não gosto de usar, sinto-me desconfortável.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Porque acho que fico melhor sem maquilhagem.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Porque existem épocas do ano em que não preciso tanto de usar (ex.: Verão).	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Por questões económicas.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Maquilhagem nos Social Media

Gostaria agora de lhe fazer algumas perguntas sobre maquilhagem.

Na sua opinião, das vezes em que utiliza maquilhagem, porque é que a usa?

Classifique as seguintes razões de acordo com a escala.

	1: Discordo Completamente	2	3	4	5: Concordo Completamente
Porque me faz sentir mais bonita.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Porque me faz sentir mais confiante.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Só uso porque as minhas amigas também usam.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Só uso em ocasiões em que a aparência é importante (ex.: apresentações, entrevistas)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Para me sentir diferente em ocasiões especiais (ex.: sair à noite, festas, eventos)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Porque me eleva a auto-estima, quando estou mais em baixo.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Porque é fashion.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Porque me sinto mais cuidada.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Porque já não consigo sair de casa sem maquilhagem.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Qual é a razão porque começou a utilizar maquilhagem?

Diga em que medida concorda com as seguintes afirmações usando a escala seguinte.

	1: Discordo Completamente	2	3	4	5: Concordo Completamente
Porque comecei a preocupar-me mais com a minha imagem.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Para sair à noite.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Porque a minha mãe/irmã mais velha me incentivou a usar.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Porque as minhas amigas também usavam.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Porque gosto de me maquilhar.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Porque o meu trabalho requer que tenha uma boa imagem.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Quais são as suas maiores preocupações quando usa maquilhagem?

Selecione aquelas que melhor se aplicam.

	1: Discordo Completamente	2	3	4	5: Concordo Completamente
Não confio na qualidade dos produtos.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Não sei aplicar correctamente.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Tenho dúvidas sobre com a composição dos produtos (ex.: ingredientes naturais).	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Não tenho muita experiência.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Tenho medo de me esquecer de retirar a maquilhagem antes de ir para a cama.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Não gosto de me preocupar em ter de retirar a maquilhagem.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

« Anterior

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Social Media

Irei colocar-lhe agora algumas perguntas sobre social media.

Dos seguintes social media, quais são aqueles que usa:

☐ Facebook

☐ Twitter

☐ YouTube

☐ Blogs

☐ LinkedIn

☐ Wikipedia

☐ Fóruns

☐ Outra:

Em média, quanto tempo despende por dia nestes sites?

☐ Mais de 3 horas

☐ 3 horas

☐ 1 - 2 horas

☐ 1 hora

☐ Menos de 1 hora

É fã ou segue alguma marca nos social media?

Marca: não necessariamente de maquilhagem, pode ser relativa a qualquer produto ou serviço.

☐ Sim

☐ Não

☐ Não se lembra

Se sim, porque decidiu tornar-se fã/ seguidora?

Diga se concorda com as seguintes afirmações de acordo com a escala.

	1: Discordo Completamente	2	3	4	5: Concordo Completamente
Para saber mais informações sobre actividades da marca (ex.: promoções, festas, eventos)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Porque gosta da marca.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Porque uma amiga recomendou.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Para saber mais informações sobre novos produtos.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Para saber mais informações sobre produtos existentes.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Porque achou o conteúdo da página interessante.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Porque gostou das aplicações disponibilizadas.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

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Visitou algum conteúdo (ex.: vídeo, imagem, texto, aplicações) de maquilhagem na Internet nos últimos 6 meses? *

☐ Sim

☐ Não

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Quais são os canais onde costuma aceder (ou acedeu da última vez) a conteúdos de maquilhagem?

☐ Facebook

☐ YouTube

☐ Blogs

☐ Sites das marcas

☐ Sites de venda online

☐ Outra:

Com que frequência visita esses conteúdos?

☐ Mais de 4 vezes por mês

☐ 2 - 4 vezes por mês

☐ 1 vez por mês

☐ Menos de 1 vez por mês

Qual é o tipo de conteúdo que mais a motiva a ver (ou prefere encontrar) quando procura informações sobre maquilhagem na Internet?

☐ Vídeos (ex.: técnicas de aplicação)

☐ Imagens (ex.: resultado antes/depois)

☐ Texto (ex.: descrição de produtos, opiniões de outros consumidores)

Qual é aquele que pensa motivar mais a usar maquilhagem?

- ☐ Vídeos
- ☐ Imagens
- ☐ Texto

Qual é o tipo de informação que mais gosta de ver na Internet sobre maquilhagem?

Classifique de acordo com a escala seguinte.

	1: Pouco Relevante	2	3	4	5: Muito Relevante
Técnicas de aplicação	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Truques e dicas	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Informações sobre produtos (ex.: preços, composição)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Produtos novos	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Tutoriais de looks de celebridades (ex.: Lady Gaga, Beyoncé)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Curiosidades de maquilhagem relacionadas com os meus interesses pessoais (ex.: maquilhagem reciclável)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

De acordo com a escala, diga se concorda com as seguintes afirmações sobre os social media:

	1: Discordo Completamente	2	3	4	5: Concorde Completamente
Estes desempenharam um papel fundamental no meu envolvimento com a maquilhagem.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Estes permitem ter um acesso fácil à informação, sem precisar de ir a uma loja ou perguntar a uma promotora.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Comecei a utilizar mais maquilhagem depois de visualizar alguns conteúdos nestes.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Estes são uma fonte de informação muito importante antes de comprar os produtos de maquilhagem.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Através dos social media aprendi a aplicar maquilhagem.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Acho os conteúdos muito interessantes e completos.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Gostava que tivessem mais conteúdos de mulheres Portuguesas a falar sobre maquilhagem.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Permitem ver a opinião de outros consumidores sobre os produtos, o qual me ajuda na decisão de compra.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Normalmente, compro os produtos que vejo nos conteúdos.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

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Como motivar mulheres Portuguesas a usar mais maquilhagem?

Imagine agora que uma marca irá criar uma campanha para motivar mulheres Portuguesas a usar mais maquilhagem. Diga-me, por favor, o que pensa que deveria ser feito:

Na sua opinião, pensa que a Internet seria um bom meio para divulgar essa campanha?

- ☐ Sim
☐ Não

Qual dos seguintes canais gostaria que fosse utilizado?

- ☐ Facebook
☐ YouTube
☐ Twitter
☐ Blog
☐ Outra:

Se pudesse escolher uma figura para a publicidade da campanha, diga qual das seguintes hipóteses pensa motivar mais mulheres a usar maquilhagem:

- ☐ Modelos bonitas
☐ Portuguesas "comuns" (mulheres Portuguesas do dia-a-dia)
☐ Outra:

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Complete o seu perfil:

Profissão: *

Habilitações literárias: *

Quais foram os produtos de maquilhagem que utilizou nos últimos 6 meses? *

Seleccione as opções que se adequam.

- ☐ Lápis de olhos
- ☐ Máscara de pestanas
- ☐ Sombras
- ☐ Eyeliner líquido
- ☐ Base
- ☐ Pó matificante
- ☐ Pó bronzeador
- ☐ Corrector de olheiras
- ☐ Pré-base
- ☐ Blush
- ☐ Auto-bronzeador
- ☐ Batom
- ☐ Gloss
- ☐ Lápis de lábios
- ☐ Verniz
- ☐ Outra:

Obrigada pela sua disponibilidade.

« Anterior

Enviar